

China Yida Holding, Co. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/CC8B31D2B52BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: CC8B31D2B52BEN

Abstracts

China Yida Holding, Co. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between China Yida Holding, Co. and its competitors. This provides our Clients with a clear understanding of China Yida Holding, Co. position in the [Media](#) Industry.

The report contains detailed information about China Yida Holding, Co. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for China Yida Holding, Co.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The China Yida Holding, Co. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes China Yida Holding, Co. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of China Yida Holding, Co. business.

About China Yida Holding, Co.

China Yida Holding, Co. operates as a diversified entertainment company focused on media and tourism industries in China.

Business

The company's tourism management business specializes in the development and management of natural, cultural, and historic scenic sites. The company operates the Great Golden Lake tourist destination (Global Geo-park), Hua'An Tulou cluster (or the 'Earth Buildings') tourist destination (World Culture Heritage), and Yunding tourist destination (Large-scale National Recreational Park), covering approximately 300 square kilometers.

The company's media business provides operating management service, including channel and advertisement management for the Fujian Education Television Channel (FETV) and the 'Journey through China on the Train' on-board railway program.

The Great Golden Lake

The Great Golden Lake is located in Taining, surrounding Sanming, Nanping of Fujian

Province and Nanchang of Jiangxi Province. This tourist attraction covers approximately 230 square kilometers, including five main scenic areas: Golden Lake; Shangqing River; Zhuangyuan Rock; Luohan Mountain; and Taining Old Town.

Hua'an Tulou Cluster (or the 'Earth Buildings')

The Tulou Cluster is a 1.5 hour drive away from Xiamen City, one of China's tourist coastal cities. In December 2008, the company entered into a Tourist Resources Development Agreement with Hua'an County Government. Pursuant to this agreement, the company began to develop the Hua'an Tulou tourist destinations with a right of priority to develop other scenic areas in Hua'an County.

Yunding Recreational Park

The company, in November 2008, entered into the Tourist Destination Cooperative Development Agreement with Yongtai County Government. Pursuant to the agreement, the company obtained the right to develop the Yunding scenic areas, which is approximately 50 kilometer from Fuzhou.

FETV

Fujian Education Television (FETV), owned by the Fujian Education TV Station, is a provincial comprehensive entertainment television channel. Pursuant to a management agreement between Fujian Education TV Station and Fujian Jiaoguang, its subsidiary, the company gained 7 years management rights from the Fujian Education TV Station. Under the management contract, the company obtained the full rights to provide programming and content and content management services and to re-sell all advertising airtime of FETV.

'Journey through China on the Train'

The company, in February 2009, entered into a six-year agreement with China's Railway Media Center to create 'Journey through China on the Train' infomercial programs, pursuant to which the company would produce 20 minute monthly episodes focused on natural resources, culture and the history of tourism destinations, tourism advertisement and travel tips. The infomercial programs would be broadcast on 7 railway lines into Tibet, all high speed motor trains in China with TV panels and cable TV channels covering 18 railway bureaus.

The company, in December 2008, entered into the Hua'an Tulou Cluster Tourist Resources Development Agreement with the Hua'an County People's Government in Zhangzhou, China. Pursuant to this agreement, the company has begun to develop the Hua'an Tulou Cluster Tourism Destination and its surrounding scenic areas located in the Hua'an County.

The company, in November 2008, entered into the Tourist Destination Cooperative Development Agreement with the Yongtai County People's Government in Fuzhou, China. Pursuant to the agreement, the Yongtai government shall grant the company the right and special authorization to develop tourist destinations in Fuzhou located at Yongtai Beixi and Jiezhukou Lake.

As of February 2009, the company entered into a Cooperation Agreement with Railway Media Center for the purpose of collaborating with Railway Media Center to produce programs titled 'Journey through China on the Train' that would be broadcast to passengers traveling on train. The content of the Journey Program would focus on introduction and preview of natural resources, culture and history of tourism destinations, tourism advertisement, and travel tips.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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